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ABSTRACT

In some areas of employment in mass communications Blacks and other minorities have made impressive gains, but in others, such as the newspaper industry, there is a distinct lack of minorities in the work force. The chance that this situation will change is highly likely because the media industries in America are finding it necessary to diversify both their personnel and programming. Blacks, Hispanics, Asians, and Native Americans comprise nearly 30 percent of the U.S. population and by the end of the century they may constitute more than half of all Americans. This change will significantly affect all TV advertising and programming. An examination of the relationship of language, culture, and politics provides meaningful insight into current barriers to greater empowerment for racial and cultural minorities in the United States. Several recent court rulings and the extension of protections and remedies to broader segments of American groups means that competition for the prizes of empowerment and success is increasing. Still, the struggle for greater parity and participation for minorities in media will continue as a cyclical mission. However, the quality of progress will not advance solely from programmatic endeavors--inspired leadership, present and future, will make the difference. (Thirty-one notes, 24 references, and five addendums containing data on minority employment in broadcasting, total number of broadcast stations and number of minority owned stations, and minority employment on newspapers, are appended.) (MS)

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COMMUNICATIONS AT THE CROSSROADS: PARITY & PERCEPTIONS OF MINORITY PARTICIPATION

by

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Invitational Conference on Minorities & Communications
sponsored by

Howard University School of Communications
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Fifteen years ago, when Howard University opened the doors of its new communications school to 300 students, minority participation in media was in its infancy. A 1971 American Newspaper Guild survey of 75 newspapers revealed 235 Blacks employed of over 23,000 editorial employees, and Equal Employment Opportunity Commission statistics for 1969 (the most current at that time) reported 4.4 percent Black employees of more than 50,000 persons working at 483 radio and television stations.

To date, Howard's School of Communications has graduated over 1,300 persons with undergraduate degrees and more than 200 with graduate degrees to participate in a newspaper industry employing only 6.3 percent of minorities in its work force and a climate where nearly 1,700 dailies in the U.S. employ no minorities at all.1/

In comparison, the percentages of Blacks and other minorities in broadcasting increased impressively since 1969. Currently, Blacks are 9 percent and all minorities 16 percent of over 178,000 persons employed at more than 11,000 radio and TV stations.2/

Nevertheless, a productive examination of the parity of participation of minorities in media requires a closer and more serious look at those industries that affect so much of what we do and who we are.

Minority participation in media as audience or worker has profound implications. Dorothy Gilliam, The Washington Post columnist and chairperson of the Institute for Journalism Education, makes a cogent point by saying:

> Just as minorities have made progress on baseball's diamonds as players, they also have shown gains as reporters, columnists, editors and TV anchorpersons. But when it comes to positions of managerial responsibility, minorities have failed to find similar success in either industry.3/

But the means toward reaching those ends are far from simple. New York University communications professor Neil Postman, in his book Amusing Ourselves to Death, says:

> ...Only through a deep and unfailing awareness of the structure and effects of information, through a demystification of media, is there any hope of our gaining some measure of control over television, or the computer, or any other medium.4/

Climates of Change

While management forces of print media are grappling with issues and challenges unresolved since the Kerner Commission Report of 1968, broadcasters, in the words of National Association of Broadcasters President Eddie Fritts, are reacting to "the most far-reaching change(s) in the history of broadcasting."5/

Without question, the broadcast industry is in a state of flux, learning to live with the effects of deregulation, attacks on the Fairness Doctrine, new restrictions on the broadcast of obscene and offensive materials, and examination of the merits of minority and female broadcast ownership FCC preferences.

At the heart of all this in commercial broadcasting is maximizing profit and minimizing waste. Tim Hughes, human resources vice president for Cox Broadcasting, speaking during

NAB's recent convention said that "the current economic environment is one characterized by very modest wage and total compensation increases in 1987, a trend that will continue."6/

Hughes went on to say that "there will be continued relatively high unemployment, and there will be a continued emphasis on restructuring and downsizing to fewer organizational layers and leaner staff, including corporate staffs."7/ He suggests further that corporate human resource managers should actively generate ideas for improving the management and productivity of personnel, and that they should work toward "changing corporate communications in order to help shape corporate values and culture."

Ernie Schultz, president of the Radio-Television News Directors Association, cautioned broadcasters attending an NAB convention panel on personnel matters that declining white birth rates in the U.S. and rising immigrant populations are changing the audience composition from whites to other races: "In the average market, attracting the minority audience is the edge in that market."8/

Significant factors that will have impact on the progress and directions of media industries in America are diversity of personnel and programming. Blacks, Hispanics, Asians and Native Americans comprise nearly 30 percent of the U.S. population. But they account for less than 3 percent of newspaper's top management and 9.3 percent of the officers and managers of broadcasting.

Media ownership by minorities is negligible in the newspaper business. Broadcast ownership by minorities, on the other hand, has grown from a low of .5 percent of 8,900 stations in 1977 to 2.1 percent of more than 11,000 radio and TV stations in 1986.9/

While the presence of minorities in television programs and commercials has improved dramatically over the past twenty years, minority independent producers continue to struggle for a reasonable share of the multi-billion dollar business encompassing the TV and film industries. A survey conducted a few years ago by Black TV/film Producer Topper Carew revealed .0086 percent of all network programs produced by minority suppliers.

The thirty-year-old cable industry, experiencing its first period of high profits, has become a formidable competitor to broadcasting. According to a September 1986 A.C. Nielsen report, cable penetration has grown from a low of 15.8 percent of U.S. homes in February 1977 to a high of 48.7 percent.10/ Because few major cities with high minority populations are wired for cable, specialized programming services like Black Entertainment TV have not attained maximum penetration. Metro Chicago and Metro New York have the lowest cable penetration in the U.S. at 29 percent and 34 percent, respectively.11/

Cable employs just over 80,000 persons in 7,800 systems, about half the number employed in broadcasting. For the first time in five years, cable reported a higher percentage of minorities employed in 1986: 18.5 percent compared to

broadcasting's 16 percent.12/ But minority ownership of cable systems remains extremely low. It's estimated that about ten systems are minority-owned, largely because of exorbitant costs and difficulties in securing financing.

But despite economic, technological and political forces affecting the business of media, the growing diversity of our nation demands focused attention by responsible and informed persons to present and prospective conditions.

Speaking during the International Women's Media Project Conference late last year, ABC correspondent Carole Simpson said, "We are a multicultural, racially diverse society...(and)...it is wrong that what is presented to the public is filtered ultimately through white eyes."

The New Diversity

A new awareness is taking hold in the North American nations of the U.S. and Canada. A definite shift in culture dominance and influence is underway. The U.S. Census tells us that by the year 2000, Hispanics, Asians and Blacks may constitute more than half of all Americans. And with the increase of the U.S. Hispanic population during the next century from its current 7 percent to nearly 20 percent, Americans will be speaking three languages: English, Spanish and computer.

Where media is concerned, A.C. Nielsen predicts that by 1990 Black Americans, now representing 9 percent of network viewership, will account for more than 20 percent of all network

viewing, significantly impacting all TV advertising and programming.

Compounding the effects of these socio-economic changes is the evolving realization that the American assimilation processes demonstrated by early European immigrants are not a part of the experiences of new second and third world immigrants. According to recent reports on the 300,000 refugees and undocumented workers who have arrived in the Washington, DC, area in the last decade, the melting pot theory of cultural assimilation is a myth.13/

"The melting pot theory assumes that we become essentially the same people and this simply isn't true," said Elizabeth Salett, president of the International Counseling Center, during a recent two-day conference here. Dr. Orlando Taylor, dean of Howard's Communications School, stated at the conference that, "in some states, non-white and non-English-speaking people will comprise the majority of the population by the end of the first decade of the 21st century."14/

The growth of Spanish-speaking populations in the U.S. presents new issues in acculturation and public policies. Dr. Reynaldo Macias, director of the University of Southern California Center for Multilingual, Multicultural Research, speaking during the National Hispanic Conference in Los Angeles in April said that although "English came to be spoken by Africans through a forced domestication of slave labor...the major colonial languages were English, German, French and

Spanish, with a little bit of Dutch, Russian and several other languages thrown in..."15/

He went on to say that "close to two-thirds of the current 300 million square miles of U.S. territory was at that time under the Spanish flag, and as part of its language political history, the Spanish language."16/ Dr. Macias explained further the history of U.S. language policies from the founding of the nation to present day, dividing them into "tolerance oriented" and "repressive policies." It's interesting to note that "tolerance oriented" policies were applied to the communities of Germans, French and other colonials, while "repressive oriented" policies were directed toward Africans, Mexicans, Amerindians and Puerto Ricans.

An examination of the relationship of language, culture and politics provides meaningful insight into current barriers to greater empowerment for racial and cultural minorities in the United States.

Consequently, the phenomenon of the "new diversity" in America is a matter to be seriously studied, understood and acted upon by all facets of the media community--industry, political and academic. For example, the cultural transformation of the predominately white suburban region of the San Gabriel Valley in California over the last six years by 100,000 Chinese and other Asians was described in the Los Angeles Times as "a window on the year 2000 for many parts of the state...Some speak and read four

languages, while others are illiterate in their native tongues and have little hope of ever learning English."17/

"Blended corporations" like the General Motors/Toyota plant in Fremont, California, are beginning to proliferate in the U.S. Already more than 500 Japanese-owned companies here employ more than 500,000 American workers in plants located in Illinois, Michigan, Arkansas and Kentucky, to name a few.18/

And Haitian refugees, numbering between 40,000 to 70,000, have formed "Little Haiti" in Miami, where 60 Haitian-owned businesses are listed by Miami's Haitian-American Chamber of Commerce. And over 200 Haitians graduated from Miami colleges and universities this year in engineering and other technical and professional fields.19/

These examples of multicultural progress in our nation illustrate the wisdom of comments made by Luis Valdez, former union organizer and now a successful Hollywood film producer. He said during his luncheon speech before an overflow audience of Hispanic Media Conference attendees, "It's time to be who we are, because this is our time...the 21st century will produce a blending of peoples that we have never known, because America is destined to be the place where the races meet."

Perspectives like these are becoming more commonplace as North American futurists focus on the year 2000 and beyond. Frank Feather, president of Global Management Bureau, was recently quoted in the Toronto Star saying that: "The population

of the world will be 7 billion in the year 2007, and about 95 percent of the growth will be in third world countries."20/

Canada, the first country to receive the prestigious United Nations' Nansen Medal in 1986 in recognition of its past and present role in protecting and providing assistance to refugees fleeing persecution around the world, ranks second among industrialized nations in terms of the ratio of refugees resettled versus local population.

Because Canada has had such long-term experience with immigrants and multicultural government policies, it is appropriate to note its status and reactions to challenges of the "new diversity."

Given the fact that for the first time in its history, Canada is experiencing a drastic drop in its white birthrate, while great numbers of visible minorities or third world immigrants are entering the country, a new Canadian society is evolving. Reflecting on this trend, Frank Feather foresees that Canada "will become an increasingly multiracial society because of an influx of people from the developing countries, especially from countries in the Pacific Rim. Because of this mix, Canada will no longer be a bilingual country by the year 2007, although it might still be official policy."21/

Already, Toronto, Canada's largest city, has about 200,000 Chinese residents, making it second only to San Francisco in Asian populations in North America.

One Canadian response has been to pass legislation, such as the Employment Equity Law (Bill C-62) in June of 1986, that requires all federally regulated employers with 100 or more employees to implement employment equity and report to the federal government beginning this year.

Speaking to Canadian broadcasters during their annual conference last year in Vancouver, Minister of Communications Flora MacDonald said, "At present, there is a serious under-representation of women in the broadcasting sector...the Act puts the industry on notice to repress this inequity."22/

Canadian Senator Lorna Marsden supported the Minister's statement by saying, "The employment equity concept has arrived in Canada at the federal and many provincial levels and more is on the way."23/ Recently, the government announced that a new Multiculturalism Act is scheduled for release in September 1987.

Present Actions, Future Strategies

In the U.S., the past two months have given affirmative action practices and policies new life and credibility. The U.S. Supreme Court decision in the Johnson case, holding that employers may institute voluntary affirmative action plans without any showing of past discrimination, was a boost for women's rights. Roxanne Conlin, president of the NOW Legal Defense and Education Fund told USA Today that the ruling "allows employers to voluntarily take sex into account as one factor when deciding between two qualified candidates."24/

In another controversial action, the Court expanded the scope of a major federal civil rights law, the 1866 Civil Rights Act which allows a broad range of suits for damages by victims of discrimination. The principal issue was whether the intent of the Act was to confine use of the law when the word "race" was inserted 121 years ago.

After deliberation on the two Circuit Court cases before it, the Supreme Court ruled unanimously that the law protects not only racial minorities from discrimination, but other ethnic groups as well.

A Washington Post editorial praised the decision, but raised questions to be pondered:

> It had long been assumed that when Congress passed the early antidiscrimination laws in the period following the Civil War, it acted to protect freed slaves...while the old law has long been available to Blacks, Whites and Asians to sue each other, it can now be used, for example, by Korean Americans against Japanese Americans and by Polish Americans against Irish Americans.
>
> Will this clog the courts? We doubt it, though there is always a possibility of frivolous lawsuits.25/

The extension of protections and remedies to broader segments of American groups means that competition for the prizes of empowerment and success is increasing. Black Americans, respected for their organizational clout and gains in various mansions of power, are beginning to feel more insecure about their status as "the most progressed minority group in America." A successful Black banker expressed this frustration to me, while

discussing the growing economic leverage of some Hispanics and many Asians. He said, "A major problem with Blacks is that we don't have native countries to provide financial backing or economic leveraging for sound investments in this country."

While Black broadcasters currently have a lead on their minority brothers and sisters in media ownership and have captured the attention of advertisers, evidence exists to show that the Hispanic market is rapidly coming of age.

In February of this year, a nonprofit research foundation, The Media Institute, with financial support from the Chevron Corporation and the Adolph Coors Company, published Hispanic Media, USA, a voluminous narrative guide to print and electronic Hispanic news and media in the U.S.

According to this guide: "Advertisers spent nearly $400 million to reach the U.S. Hispanic market's estimated 16.9 million consumers with an aggregate household income of $113 billion in 1986...This figure represented a 19 percent increase from 1985's estimated $333.5 million and more than doubled the estimated $166 million spent by advertisers in 1982. Advertising increases averaging $58 million per year, from 1982 through 1986, helped make Latino media a lucrative sector of the communications industry."26/

With renewed confidence and clearer visions, Hispanic community and civil rights leaders are becoming more aggressive in pushing for greater parity in media. During the 1987 National Hispanic Media Conference in Los Angeles, hundreds of conferees

left a luncheon session and formed orderly, but highly charged lines of Latino media professionals outside the conference hotel shouting slogans of determination and ethnic pride. Earlier, a large group of members of the newly formed National Hispanic Media Coalition had succeeded in gaining the attention of the management of a local network-owned TV station to air grievances regarding inadequate Hispanic staffing patterns.

In the Bay Area of California, the La Raza Media Scholarship committee with KABL-Radio awards $4,000 in scholarships each year to Hispanics interested in media careers. Since 1972, the California La Raza Media Coalition and another organization have awarded more than $50,000 to recipients such as Dr. Felix Gutierrez, professor and co-founder of the California Chicano News Media Association of Journalism at the University of Southern California.27/

Asian American professional organizations such as the National Asian American Telecommunications Association based in San Francisco, and the Asian American Journalists Association with headquarters in Los Angeles, are active vehicles for providing needed peer support and frequently join with Black and Hispanic organizations for conferences that encourage solidarity of purpose.

Three Native American media organizations located in Nebraska, Washington, DC, and Pennsylvania, respectively provide job referral, counseling services and assistance in attaining media ownership opportunities.

Black organizations like the National Association of Black Journalists with chapters throughout the nation and the National Black Media Coalition (NBMC), a self-described civil rights organization, are major groups providing direction and support for professionals, students and the Black community at large.

NBMC, now in its 13th year, has maintained a controversial reputation for its advocacy and daring, primarily due to the actions of its founder and chairman, Pluria Marshall. The Coalition's 1986 four-day conference in Washington, DC, attracted more than 3,500 persons (up from 2,000 in 1985) and featured 36 panels (up from 20 in 1985). Among its accomplishments during its existence, NBMC claims: Over $3 million in scholarships for Black students in communications; over $6 million given in grants and equipment to support communications programs; and facilitating the sale of 82 radio and TV stations to Black businesspersons at aggregate savings of approximately $10 million.28/

The National Association of Black Owned Broadcasters (NABOB), formed September of 1976, represents the business and political interests of Black broadcasters. NABOB's chairman is James Hutchinson, president of Inter-Urban Broadcasting. Sydney Small, chairman of National Black Network Broadcasting, Inc., is NABOB's president.

NABOB has actively challenged threats to the viability of Black and other minority broadcast owners, such as recent moves

to eliminate FCC minority ownership policies, and advertising issues affecting minority broadcast owners.

Other minority initiatives providing training and contributing to policy development of minority participation in media industries are the Institute for Journalism Education in Berkeley, California, and the Multicultural Management Program of the University of Missouri School of Journalism.

In addition to these programs, media industry actions provided by trade groups like the American Newspaper Publishers Association (ANPA) and the National Association of Broadcasters (NAB) continue to augment efforts toward minority progress in media.

The department of Minority & Special Services (MSS) of the NAB maintains a national job bank operating as a free resume referral service and offers counseling for minorities and women interested or employed in communications. Last year, MSS launched a unique program for identifying and mentoring outstanding minority communications students. The Minority Broadcast Student Tracking Program (MBST), as it is called, works with media departments and students to help ensure productive preparation for students aspiring careers in broadcasting.

Currently, more than 130 students of 40 colleges and universities participate in the Program. Earlier this year, 56 broadcasters were identified to serve as personal mentors to students.

Between 1980 and 1986, the department of Minority & Special Services conducted 27 conferences and seminars designed to inform, educate and encourage minority participation in broadcasting. Specialized conferences and activities such as the "Caucus of Minority Executives in Media" and the Minority Television Programming Exhibition are examples of the department's initiatives to respectively give support to minority media managers and assist independent minority producers gain access to television markets.

MSS, serving as a minority resource center, is guided by an eleven-membered NAB Board committee known as the Minority Executive Council Committee. The Committee, chaired by Robert Munoz, president/general manager of KCIK-TV of El Paso, Texas, has been responsible for clearing the way for innovative minority programs sponsored by the NAB and providing advisement to the NAB Board on critical minority-related matters.

Currently, MSS is planning to join with the Hispanic Academy of Media Arts and Sciences (HAMAS) in conducting a series of Hispanic-oriented symposia in Washington, DC, New York, Chicago and Los Angeles.

Among publications produced by MSS are: The annual "Minority Broadcasting Facts," listing data about minority-owned stations and expanded FCC-compiled figures on broadcast and cable employment; and "Guidelines for Broadcast Internship Programs."

Nine years ago, the National Association of Broadcasters established Broadcast Capital Fund, Inc. (BROADCAP), under the

leadership of a former NAB Board chairman, Donald A. Thurston, now serving as chairman of BROADCAP.

This was the first industry-supported minority broadcast ownership fund. In January of this year, BROADCAP announced financial assistance to 25 minority companies, representing $9.5 million of investment in 36 broadcast properties.

In keeping with its training mandate, BROADCAP has scheduled four Regional Minority Ownership Seminars to begin in the Fall of 1987.

The newspaper industry through ANPA and the Task Force on Minorities in the Newspaper Business has aggressive programs in place for recruiting and training minorities. The ANPA Foundation last year "conducted a successful $500,000 fund drive to support a special, five-year series of minority opportunity programs. Recruiting and Retaining Newspaper Minority Employees: How To Do It is among the first of those projects."29/

Respected journalists like syndicated columnist Carl T. Rowan offers further ideas for increasing the pool of quality Black media professionals and encouraging the appreciation of excellence among Black students:

> Suppose...successful Black journalists chipped in to a fund to give annual scholarships of say, $4,000 each to three Black high school seniors cited by a committee named by the school superintendent as the best achievers in writing and public speaking.
>
> Black-owned newspapers and radio stations could contribute and publicize

> the winners (along with the general media). This kind of program is feasible in Chicago, Atlanta, Los Angeles, New York...in most major cities in America.30/

And finally, minorities in media and academia should not lose sight of the value of institutionalized processes for influencing policy and business practices of media industries. It goes without saying that major trade publications such as Broadcasting magazine, Electronic Media and Variety--all published in the U.S.--should be critically read. Canadian industry trades like MediaScene and Broadcaster are essential reading for keeping abreast of the communications and entertainment industries of that country.

The legislative process is also important. For the first time in a century, minorities have a major presence in the U.S. Congress. Twenty-three Blacks serve in the U.S. House of Representatives with fourteen Hispanics and one Native American (Ben Nighthorse Campbell, a first-term Democrat from Colorado).

Seven Americans of Chinese and Asian ancestry also serve in the Congress: two in the U.S. Senate (Inouye and Matsunaga of Hawaii); two Delegates (Sunia of American Samoa and Blaz of Guam); and Congressmen Mineta of California, Akaka of Hawaii, and Matsui of California.

Four of these minority legislators serve on Congressional communications subcommittees:

Senate Communications Subcommittee

* Senator Daniel K. Inouye (D-Hawaii), Chairman.

House Telecommunications, Consumer Protection & Finance Subcommittee

* Mickey Leland (D-Texas)
* Cardiss Collins (D-Illinois)
* Bill Richardson, a Hispanic Democrat representing the 3rd district of New Mexico.

Preparing for a "Multiverse"

Meeting the new challenges and needs of media in North America require an open mind and collective strategies. Author/Producer Jamake Highwater, a Blackfeet Indian reared in Alberta, Canada, and Montana, believes that "the greatest distance between two people isn't space, but culture."31/

He states in his documentary film, "The Primal Mind," that Native Americans don't perceive themselves as living in a universe, but a "multiverse," where there is room for every conceivable idea and person, where "truth is many sided and ever changing." In the concept of a "multiverse," it is the variety of meanings and interpretations that ultimately makes life truthful.

The struggle for greater parity and participation for minorities in media will continue as a cyclical mission. But the quality of progress will not advance solely from programmatic endeavors. Inspired leadership, present and future, will make the difference.

In closing, permit me to share with you some profound thoughts from the winning essay in the secondary school division

in the National Association for Bilingual Education essay contest. Theoddeus de Vera Millan, an eleventh grade Filipino student from California, wrote:

> America is a country of many nationalities, a union of culture, ideas, and philosophies. We live in a world shared by brothers, yet many close their eyes and minds to their ways. One must realize that keeping an open mind is extremely important for growth.
>
> Many find it easier to follow paths already made instead of creating and exploring...to do this is to deny knowledge and to accept ignorance.

We should savor these words, and let them take us to the logical conclusion of an enlightened society where the world of media is the link that brings us together, not keeps us apart.

FOOTNOTES

1/Morris, Sr., Carl E. The Year 2000 Goal: Losing the Numbers Game, March 1987, Addendum A.

2/Federal Communications Commission, 1986 Broadcast and Cable Industry Trend Reports, March 9, 1987.

3/Gilliam, Dorothy. "News Media Strike Out," The Washington Post, April 30, 1987, p. C-3.

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6/Hughes, Timothy W. "Personnel Planning for the 80's and Beyond," delivered during the National Association of Broadcasters Annual Convention, Dallas, Texas, March 30, 1987.

7/Ibid.

8/"New Economic Climate Causing Personnel Dilemmas," Broadcasting, April 8, 1987, p. 81.

9/Minority Broadcasting Facts, National Association of Broadcasters, September 1986, p. 6.

10/"Cable Expands Its Grasp on the U.S.," Electronic Media, May 18, 1987, p. C-2.

11/Ibid.

12/FCC Trend Reports, March 9, 1987.

13/"Melting Pot Theory Called 'Myth' at Conference Here," The Washington Post, May 9, 1987, p. B-3.

14/Ibid.

15/Macias, Reynaldo F., "Official Languages in the U.S.: Policies, Polemics, and Politics," presented at the Fifth Annual National Hispanic Media Conference, Los Angeles, California, April 25, 1987, p. 3.

16/Ibid., p. 5.

17/"Asian Influx Alters Life in Suburbia," The Los Angeles Time, April 5, 1987, p. 1.

18/"Firm Awaits 'Magic' of Japanese," The Washington Post, May 24, 1987, p. H-1.

19/"Haitian Refugees' Uncertainty Ending," The Washington Post, April 4, 1987, p. A-6.

20/"Toronto Thinkers Predict What Life Will be Like in the Year 2007," Toronto Star, May 24, 1987, p. B-3.

21/Ibid.

22/"Broadcasters Told They Must Hire More Women and Minority Groups," MediaScene, December 1986, p. 7.

23/Ibid.

24/"Inquiry: We've Made Gains, But They Could be Reversed," USA Today, April 22, 1987, p. 11-A.

25/"What 'Races' Are Protected?" The Washington Post, May 20, 1987, p. A-18.

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27/"Funds Available to Youth in Media Careers," El Tigre, December 1986, p. 1.

28/"The National Black Media Coalition," AM/FM Radio Digest/The Washington Times newspaper, January 23, 1987, p. 9.

29/Recruiting and Retaining Newspaper Minority Employees: How To Do It, ANPA Foundation, April 1986, p. 2.

30/Rowan, Carl T. "What's This About 'Acting White'?" The Washington Post, May 25, 1987, p. A-19.

31/Highwater, Jamake. "The Primal Mind," 1984 (a one-hour documentary on the relationship between Native American and European culture; funded by Corporation for Public Broadcasting and aired on PBS).

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ADDENDUM A

NEWS

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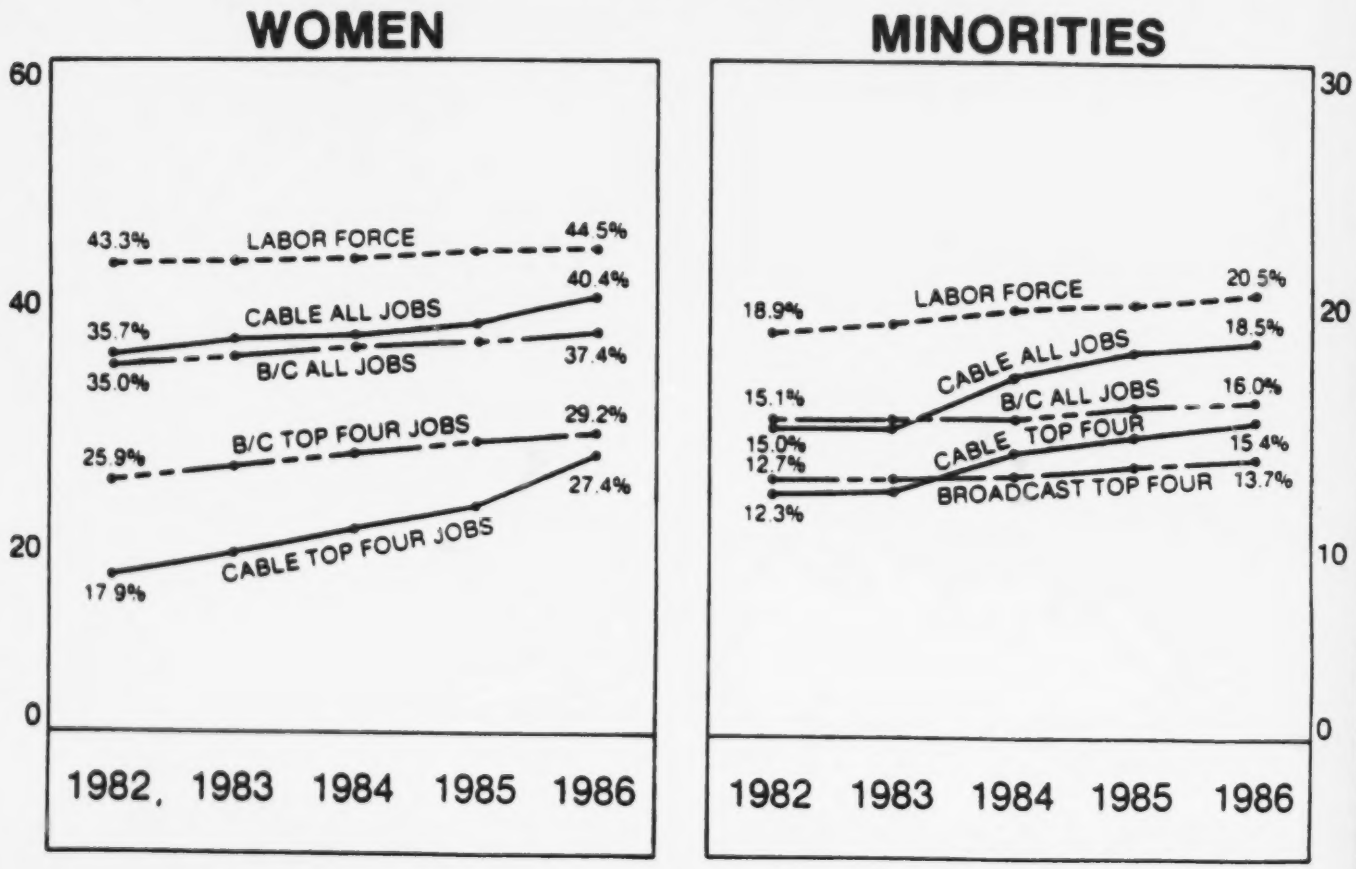
March 9, 1987

1986 BROADCAST AND CABLE INDUSTRY TREND REPORTS

The Commission today made available for inspection the 1982-1986 employment trends for the Broadcast and Cable industry. Attached is a national summarization of each industry for the past five years. Complete state-by-state reports may be inspected either in the Mass Media Bureau's EEO Branch, Room 7218, 2025 M Street, N.W. or in the Office of Congressional and Public Affairs, Consumer Assistance and Small Business Division, Room 254, 1919 M Street, N.W. In addition, copies may be purchased from the FCC's duplicating contractor, International Transcription Services (202) 857-3800.

The following graph illustrates the data of each industry in the employment of women and minorities, both overall and in upper-four job categories, in relation to the national available labor force.



For additional information contact Max Dalton at (202) 632-7069.

Attachments

1980 TO 1986
PERCENTAGE GROWTH ANALYSIS OF
MINORITY & WHITE FEMALE EMPLOYMENT IN
TOTAL COMMERCIAL & NON-COMMERCIAL BROADCASTING

A. Totals & Percentages of Minority & White Female Employment (Commercial & Non-commercial)

	Employment Total	White Female	Black	Asian	Native American	Hispanic
1986---	177,981	30.3%(53,886)	9.0%(15,937)	1.2%(2,157)	.5%(878)	5.4%(9,568
1985---	170,767	29.9 (50,978)	9.0 (15,295)	1.2 (2,061)	.5 (907)	5.2 (8,907
1984---	168,746	29.5	8.9	1.1	.5	4.9
1983---	160,947	29.0	8.9	1.1	.5	4.7
1982---	159,740	28.4	9.0	1.1	.5	4.6
1981---	154,745	27.7	9.0	1.1	.5	4.5
1980---	146,961	27.1	8.7	1.0	.5	4.2

B. Percentages of Black & Hispanic Employment by Gender (Commercial & Non-commercial)

	Employment Total	Black		Hispanic	
		Male	Female	Male	Female
1986---	177,981	4.8%	4.2%	3.3%	2.1%
1985---	170,767	4.7	4.3	3.2	2.0
1984---	168,746	4.7	4.2	3.0	1.9
1983---	160,947	4.7	4.2	2.9	1.8
1982---	159,740	4.8	4.2	2.9	1.7
1981---	154,745	4.8	4.2	2.9	1.6
1980---	146,961	4.7	4.0	2.7	1.5

C. Totals & Percentages of Minority & White Female Employment in the Top Four Job Catgories (Commercial & Non-commercial)

1) Officers & Managers

	Total Employees	White Female	Black Male	Black Female	Hispanic Male	Hispanic Female
1986---	36,372	25.7%(9,342)	2.8%(1,012)	2.5%(902)	2.4%(858)	1.3%(485)
1985---	35,297	25.2 (8,904)	2.6 (948)	2.5 (880)	2.2 (785)	1.2 (436)
1984---	34,593	24.9	2.5	2.4	2.1	1.2
1983---	33,022	24.1	2.6	2.4	2.0	1.1
1982---	32,821	23.4	2.5	2.3	2.0	1.1
1981---	32,171	23.0	2.5	2.2	2.1	1.0
1980---	30,407	22.0	2.4	1.9	2.0	0.9

2) Professionals

	Total Employees	White Female	Black Male	Black Female	Hispanic Male	Hispanic Female
1986---	55,272	24.7%(13,718)	4.8%(2,649)	3.4%(1,852)	3.3%(1,798)	1.4%(751)
1985---	52,842	24.4 (12,909)	4.8 (2,547)	3.3 (1,766)	3.2 (1,666)	1.3 (704)
1984---	52,430	24.6	4.8	3.3	3.0	1.2
1983---	50,089	23.9	4.8	3.2	2.9	1.2
1982---	49,818	22.9	5.0	3.3	3.1	1.1
1981---	48,193	22.2	5.1	3.3	3.0	1.1
1980---	45,222	21.1	5.1	3.0	2.9	1.0

3) Technicians

	Total Employees	White Female	Black Male	Black Female	Hispanic Male	Hispanic Female
1986---	32,472	10.4%(3,387)	8.6%(2,791)	2.0%(638)	5.8%(1,892)	0.7%(238)
1985---	31,234	10.2 (3,186)	8.5 (2,664)	2.0 (614)	5.6 (1,749)	0.8 (234)
1984---	31,292	9.8	8.5	1.9	5.1	0.7
1983---	29,755	9.7	8.2	1.8	5.1	0.6
1982---	29,567	9.1	8.2	1.8	4.8	0.5
1981---	28,551	8.3	8.3	1.7	4.8	0.5
1980---	27,413	7.5	7.9	1.4	4.4	0.5

4) Sales Employees

	Total Employees	White Female	Black Male	Black Female	Hispanic Male	Hispanic Female
1986---	23,408	42.3%(9,911)	2.9%(668)	2.4%(560)	2.1%(481)	1.7%(390)
1985---	21,914	41.1 (9,009)	2.7 (581)	2.3 (513)	2.1 (455)	1.5 (320)
1984---	21,190	39.6	2.7	2.0	2.0	1.3
1983---	19,907	37.6	2.8	2.1	1.9	1.3
1982---	19,383	36.1	3.0	2.0	1.8	1.1
1981---	18,262	34.1	3.1	1.9	1.9	1.0
1980---	17,108	31.6	3.0	1.6	2.0	0.8

Source: Compiled from 1986 EEO Trend Report, FCC, 3/9/87 by the Department of Minority & Special Services, National Association of

BROADCAST & CABLE TV
1982 TO 1986 PERCENTAGE GROWTH ANALYSIS OF MINORITY & WHITE FEMALE EMPLOYMENT

	Employment Totals		White Female		Black		Asian	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	177,981	80,235	30.3% (53,886)	32.1% (25,798)	9.0% (15,937)	10.5% (8,422)	1.2% (2,157)	1.2% (995)
1985---	170,767	72,306	29.9% (50,978)	30.6%	9.0% (15,295)	9.6%	1.2% (2,061)	1.2%
1984---	168,746	67,428	29.5%	30.1%	8.9%	9.0%	1.1%	1.4%
1983---	160,947	64,321	29.0%	30.9%	8.9%	8.3%	1.1%	.9%
1982---	159,740	63,169	28.4%	30.0%	9.0%	7.5%	1.1%	1.2%

	Native American		Hispanic		Minority Totals	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	.5% (878)	.6% (491)	5.4% (9,568)	6.2% (4,962)	16.0% (28,540)	18.5% (14,870)
1985---	.5% (907)	1.0%	5.2% (8,907)	6.3%	15.9% (27,170)	18.1%
1984---	.5%	.8%	4.9%	6.0%	15.4%	17.1%
1983---	.5%	.6%	4.7%	5.2%	15.2%	15.0%
1982---	.5%	.8%	4.6%	5.4%	15.2%	15.0%

(Officers & Managers)

	Employment Totals		White Female		Black		Asian	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	36,372	12,139	25.7% (9,342)	29.0% (3,557)	5.3% (1,914)	4.4% (536)	.9% (329)	.9% (102)
1985---	35,297	11,288	25.2% (8,904)	28.3%	5.2% (1,828)	4.4%	.9% (315)	.9%
1984---	34,593	10,421	24.9%	27.5%	4.9%	3.9%	.8%	1.1%
1983---	33,022	9,944	24.1%	25.7%	5.0%	3.3%	.8%	.7%
1982---	32,821	9,443	23.4%	26.1%	4.8%	3.0%	.8%	1.0%

	Native American		Hispanic		Minority Totals	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	.5% (197)	.8% (95)	3.7% (1,343)	3.2% (398)	10.4% (3,783)	9.3%
1985---	.7% (229)	1.2%	3.4% (1,221)	3.3%	10.2% (3,593)	9.8%
1984---	.6%	.9%	3.3%	3.0%	9.6%	8.8%
1983---	.5%	.8%	3.1%	2.4%	9.5%	7.2%
1982---	.6%	1.0%	3.1%	2.6%	9.3%	7.5%

(Professionals)

	Employment Totals		White Female		Black		Asian	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	55,272	3,307	24.8% (13,718)	35.0% (1,158)	8.2% (4,501)	7.7% (253)	1.1% (649)	1.8% (60)
1985---	52,842	2,835	24.4% (12,909)	32.8%	8.1% (4,313)	8.5%	1.2% (616)	2.3%
1984---	52,430	2,679	24.6%	29.4%	8.1%	7.8%	1.0%	2.8%
1983---	50,089	2,831	23.9%	28.3%	8.0%	6.5%	1.0%	1.5%
1982---	49,818	2,542	22.9%	27.1%	8.3%	5.9%	1.0%	2.0%

	Native American		Hispanic		Minority Totals	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	.5% (264)	.5% (15)	4.7% (2,549)	2.8% (94)	14.4% (7,963)	12.8%
1985---	.5% (261)	.4%	4.5% (2,370)	4.0%	14.3% (7,560)	15.2%
1984---	.4%	.5%	4.2%	4.4%	13.8%	15.5%
1983---	.5%	.5%	4.1%	2.9%	13.7%	11.5%
1982---	.5%	.4%	4.2%	3.0%	13.9%	11.4%

(Technicians)

	Employment Totals		White Female		Black		Asian	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	32,472	13,647	10.4% (3,387)	6.0% (817)	10.6% (3,429)	8.7% (1,184)	1.5% (486)	1.8% (240)
1985---	31,234	13,390	10.2% (3,186)	5.6%	10.5% (3,278)	7.9%	1.5% (473)	1.5%
1984---	31,292	13,795	9.8%	5.2%	10.4%	7.1%	1.4%	1.5%
1983---	29,755	13,412	9.7%	4.5%	10.0%	7.8%	1.4%	1.0%
1982---	29,567	13,964	9.1%	4.0%	10.0%	7.1%	1.4%	1.4%

	Native American		Hispanic		Minority Totals	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	.5% (143)	.7% (101)	6.5% (2,130)	5.6% (756)	19.1% (6,188)	16.7% (2,281)
1985---	.5% (147)	1.1%	6.4% (1,983)	5.2%	18.8% (5,881)	15.7%
1984---	.5%	.9%	5.8%	5.1%	18.1%	14.6%
1983---	.4%	.7%	5.7%	5.0%	17.5%	14.4%
1982---	.5%	1.2%	5.3%	5.5%	17.2%	15.1%

(Sales Workers)

	Employment Totals		White Female		Black		Asian	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	23,408	9,651	42.3% (9,911)	32.5% (3,134)	5.3% (1,228)	14.6% (1,408)	.5% (122)	.7% (75)
1985---	21,914	7,126	41.1% (9,009)	27.2%	5.0% (1,094)	13.2%	.5% (96)	.9
1984---	21,190	6,596	39.6%	25.8%	4.7%	12.8%	.4%	1.1%
1983---	19,907	6,281	37.6%	23.3%	4.9%	10.9%	.5%	.6%
1982---	19,383	5,095	36.1%	23.0%	5.0%	7.8%	.4%	.8%

	Native American		Hispanic		Minority Totals	
	Broadcast	Cable	Broadcast	Cable	Broadcast	Cable
1986---	.4% (48)	.3% (28)	3.8% (871)	6.5% (624)	9.9% (2,314)	22.1% (2,135)
1985---	.5% (96)	.4%	3.6% (775)	6.0%	9.4% (2,061)	20.5%
1984---	.5%	.4%	3.3%	5.9%	8.9%	20.2%
1983---	.4%	.3%	3.2%	4.8%	8.9%	16.6%
1982---	.4%	.6%	2.9%	4.6%	8.7%	13.8%

Source: Compiled from 1986 EEO Trend Report, FCC, 3/9/87 by the Department of Minority & Special Services, National Association of Broadcasters.

ADDENDUM B

1987 TOTALS OF BROADCAST STATIONS IN THE UNITED STATES

RADIO[1]

Commercial AM = 4,876
Commercial FM = 3,954
Educational FM = 1,263

Total Radio = 10,093 (Minority radio ownership percentage = 2.1%)[3]
(Construction Permits excluded)

TELEVISION[2]

Commercial TV: VHF = 543
UHF = 461
Educational TV: VHF = 113
UHF = 193

Total TV = 1,310 (Minority TV ownership percentage = 2.0%)[3]
(Construction Permits excluded)

Total Radio & TV = 11,403 (Total Minority ownership percentage = 2.0%)[3]
(Construction Permits excluded)

SELECTED BROADCASTING FACTS

* Projected 1986 Radio revenues = $ 6.7 billion
* Projected 1986 TV revenues = 19.8 billion
* Total projected 1986 revenues = 26.5 billion[4]

* There are 99% of all households that have radios.[5]
* There are 87.4 million (estimated) TV households.[6]

Sources:

[1]Broadcasting Magazine, "Summary of Broadcasting as of March 31, 1987," May 4, 1987, p. 87.
[2]Ibid.
[3]The total percentage of minority ownership has been calculated by dividing the total number of total U.S. stations on air into the number of minority-owned & controlled stations in the continental U.S. (excluding minority-owned & controlled stations in Hawaii, Puerto Rico and the U.S. Territories). No count has been taken of minority-owned & controlled stations in these excluded areas. But the numbers are estimated to be very small. Therefore, the percentages of minority ownership of on-air stations compared to total broadcast stations on air in the U.S. must be reviewed with this caveat in mind.
[4]Paul Kagan Associates, September 23, 1986.
[5]Radio Facts 1986-1987, Radio Advertising Bureau, p. 3.
[6]A.C. Nielsen, Broadcasting Magazine, September 8, 1986, p. 128.

MINORITY-OWNED AND CONTROLLED BROADCAST STATION TOTALS: 1982 TO 1986
(compiled from 12 major industry-related sources and telephone surveys)

YEAR	BLACK									HISPANIC								
	TV[1]				Radio			Total Stations	Total Owners	TV[2]				Radio			Total Stations	Total Owners
	VHF	UHF	Total TV		AM	FM	Total Radio			VHF	UHF	Total TV		AM	FM	Total Radio		
1986---	4	17	21		94	56	150	171	119	0	8	8		35	9	44	52	43
1985---	3	16	19		81	46	127	146	104	2	4	6		29	8	37	43	33
1984---	4	5	9		90	45	135	144	93	2	3	5		31	8	39	44	34
1983---	6	5	11		89	45	134	145	94	2	3	5		31	9	40	45	35
1982---	7	5	12		81	45	126	138	89	2	3	5		33	13	46	51	41

YEAR	NATIVE AMERICAN									ASIAN AMERICAN								
	TV				Radio			Total Stations	Total Owners	TV[3]				Radio			Total Stations	Total Owners
	VHF	UHF	Total TV		AM	FM	Total Radio			VHF	UHF	Total TV		AM	FM	Total Radio		
1986---	3	0	3		5	8	13	16	16	1	5	6		1	1	2	8	3
1985---	2	0	2		3	2	5	7	7	1	4	5		1	1	2	7	3
1984---	0	0	0		3	2	5	5	4	0	0	0		1	1	2	2	1
1983---	0	0	0		3	2	5	5	4	0	0	0		1	1	2	2	1
1982---	0	0	0		2	1	3	3	2	0	0	0		1	1	2	2	1

YEAR	TOTAL MINORITY-OWNED & CONTROLLED STATIONS				
	Total TV	Total Radio	Total Stations	% of Total U.S. Stations	Total Owners
1986---	38	209	247	2.1[4]	181
1985---	32	171	203	1.8	147
1984---	14	181	195	1.8	132
1983---	16	181	197	1.8	134
1982---	17	177	194	1.9	133

ADDENDUM C

[1]Seven of the total TV stations for the year 1986 hold construction permits (CP's) and are not on the air.
[2]Four CP stations.
[3]Two CP stations.
[4]Excluding TV and Radio CP's. The total percentage of minority ownership has been calculated by dividing the total number of total U.S. stations on air into the number of minority-owned & controlled stations in the continental U.S. (excluding minority-owned & controlled stations in Hawaii, Puerto Rico and the U.S. Territories). No count has been taken of minority-owned & controlled stations in these excluded areas. But, the numbers are estimated to be very small. Therefore, the percentages of minority ownership of on-air stations compared to total broadcast stations on air in the U.S. must be reviewed with this caveat in mind.

ADDENDUM D

Daily Newspaper Minority Employment 1978-1986

	Total Newsroom Employment	Minority Employment	Minority Percentage
1978	43,000	1,700	4.0
1979	45,000	1,900	4.2
1980	47,000	2,300	4.9
1981	45,500	2,400	5.3
1982	49,000	2,700	5.5
1983	50,000	2,800	5.6
1984	54,400	2,900	5.8
1985	53,800	3,100	5.8
1986	54,000	3,400	6.3

Source: The Year 2000 Goal: Losing the Numbers Game, Carl E. Morris, Sr., Carl Morris Associates (Editor, The Morris Memo), March 1987.

ADDENDUM E.

100th Congress

U.S. House of Representatives
Subcommitte on Telecommunications,
Consumer Protection and Finance

Democrats	Republicans
Ed Markey, Chairman	Matthew J. Rinaldo, Ranking
Al Swift	Carlos J. Moorhead
Mickey Leland	Thomas J. Tauke
Cardiss Collins	Don Ritter
Mike Synar	Dan Coats
Billy Tauzin	Thomas J. Bliley, Jr.
Wayne Dowdy	Jack Fields
Jim Slattery	Michael G. Oxley
John Bryant	Howard C. Nielson
Ralph Hall	
Dennis Eckart	
Bill Richardson	
Rick Boucher	
Jim Cooper	

U.S. Senate
Communications Subcommittee

Democrats	Republicans
Dan Inouye, Chairman	Bob Packwood, Ranking
Ernest Hollings	Larry Pressler
Wendell Ford	Ted Stevens
Albert Gore, Jr.	Pete Wilson
J. James Exon	John McCain
John F. Kerry	